

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #204600

Mr. G. Louras

SAM FRANK, INC.

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear Gus:

SALEM .30¢ Tear Tape product has been ordered, as well as 6 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you \$14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$28.00 (2 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'
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As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL20AP.DOC

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APRIL / MAY / JUNE DELIVERY DATES

SALEM TEAR TAPE

SAM FRANK, INC.

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	Full Flavor	<u>1</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24196	Light	<u>1</u>
12300-24197	Light 100	<u>1</u>

Product / Premium Arrival: **April 6, 1998**
Ship Date to Retail: **Week of: April 13, 1998**

EFT \$ Amount: **\$1,188.86**

RETAIL DISTRIBUTION DATES

(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION **4/13/98 (PRODUCT AND DISPLAY)**

MAY DISTRIBUTION **5/4/98 (PRODUCT ONLY)**

JUNE DISTRIBUTION **6/8/98 (PRODUCT ONLY)**

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

*RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)*

51854 8714

WHOLESALE : 204600 SAM FRANK, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162302	162320	086858	FAIRHAVEN MOBIL.	MAIN ST	FAIR HAVEN	VT	05743	1	1	1	1	4	5247-0000	
162302	162325	114548	SALEMS MKT	MAIN ST	BENNINGTON	VT	05201		3	3		6		
162302	162320	295175	POULTNEY SNACK SHOP	12-14 MAIN ST.	POULTNEY	VT	05764	1	1	1	1	4	5247-0000	
162302	162325	760490	VILLAGE MARKET	RT 7	POWNA	VT	05261			1	1	2		
162302	162320	760741	LIBERTY MARKET	LIBERTY ST	FAIR HAVEN	VT	05743			1		1		
163802	163825	198562	MIDWAY FOOD MART	RTE 106 & MAPLE S	N SPRINGFIELD	VT	05150	1	1	1	1	4	5247-0000	

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY 3 6 8 4 21

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY 3 6 8 4 21

April
Distribution
4/13/98

51854 8715

WHOLESALE : 204600 SAM FRANK, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162302	162320	086858	FAIRHAVEN MOBIL	MAIN ST	FAIR HAVEN	VT	05743	1	1	1	1	4	5247-0000	
162302	162325	114548	SALEMS MKT	MAIN ST	BENNINGTON	VT	05201		3	3		6		
162302	162320	295175	POULTNEY SNACK SHOP	12-14 MAIN ST.	POULTNEY	VT	05764	1	1	1	1	4	5247-0000	
162302	162325	760490	VILLAGE MARKET	RT 7	POWNA	VT	05261			1	1	2		
162302	162320	760741	LIBERTY MARKET	LIBERTY ST	FAIR HAVEN	VT	05743			1		1		
163802	163825	198562	MIDWAY FOOD MART	RTE 106 & MAPLE S	N SPRINGFIELD	VT	05150	1	1	1	1	4	5247-0000	

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY 3 6 8 4 21

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY 3 6 8 4 21

May Distribution

5/4/98

51854 8716

WHOLESALER : 204600 SAM FRANK, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

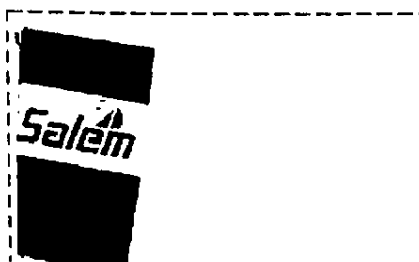
TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162302	162320	096858	FAIRHAVEN MOBIL	MAIN ST	FAIR HAVEN	VT	05743	1	1	1	1	4	5247-0000	
162302	162325	114548	SALEMS MKT	MAIN ST	BENNINGTON	VT	05201		3	3		6		
162302	162320	295175	POULTNEY SNACK SHOP	12-14 MAIN ST.	POULTNEY	VT	05764	1	1	1	1	4	5247-0000	
162302	162325	760490	VILLAGE MARKET	RT 7	POWNA	VT	05261			1	1	2		
162302	162320	760741	LIBERTY MARKET	LIBERTY ST	FAIR HAVEN	VT	05743			1		1		
163802	163825	198562	MIDWAY FOOD MART	RTE 106 & MAPLE S	N SPRINGFIELD	VT	05150	1	1	1	1	4	5247-0000	

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY 3 6 8 4 21

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY 3 6 8 4 21

Gene
Distribution
6/8/98

51854 8717



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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